

Raja Rogers Meeting Notes
February 13, 2007

Raja Rogers	<p>Recording of the Ramayana is completed. Michael Sternfeld recorded it. Recording is available to be downloaded on iPod, MP3 player, etc. It will be available at The Raj.</p> <p>Want to talk about the National Call Center and how the phone should be answered. Stuart thought that they should mention the price of TM.</p>
Stuart	<p>This is particular to our area. It works a lot better when we do an intro on the phone (15-20 min) and then mention the price. This qualifies the caller to see if they will seriously pursue it. We tried not mentioning the price, but it works better when we do. This is consistent with Gov Recertification training where assistants put on video for Intro and tell price, etc. We wrote up a phone script and sent that to Raja Rogers and forwarded to the Call Center. The Governors who work at the Call Center are very articulate. There is a Call Center site in NH, The Raj and on West Coast.</p>
Raja Rogers	What did Sherry at the Call Center say about the Centers that preferred not to mention the price?
Stuart	Call Center will have a protocol for each Center and they will go by that. Some Centers want people to come to Intro and then say course fee in the closing. One consideration is that people drive a long distance to come and may be surprised by the fee.
Raja Rogers	Not sure if we can accomplish that right away – having a separate protocol for each Center. What is everyone's opinion?
Jeff Moses	Why couldn't Call Center just take phone numbers and pass the numbers onto the Govs in the Center?
Raja Rogers	The problem is that in some areas Govs are covering millions of people, like Stuart and Joan's.
Carol	Middle ground – Call Ctr could give the price and include the CitiAssist info.
Jim	In Orlando, I've done it both ways. In business, it's not normally a good idea to allow a potential customer to put the cost of the product up front in the sales process as an objection. You don't want to put up money as an obstacle to learning TM. Good to get them into the setting of meeting with a Governor.
Stuart	<p>Based on our 2 yrs of experience – when we first arrived here, we took out lots of ads. Used to have average of 20 people at lectures. The rate of people starting seem to be irrelevant to anything that was going on at the lecture. Never been our exp that it's a conventional sales closing situation. The people most likely to start are those who were referred by a meditator. The other factors are intangible factors. The affluent people at lectures thank us heartily and then we don't see them. The one who starts is one who is more modest in their means, who scrapes it together.</p> <p>We were hoping that this issue could be approached individually by Center. Maharishi has said that Govs' time should be used wisely and efficiently. So</p>

	having the Call Ctr is such a blessing and it saves us time to have them give the intros and fees.
Raja Rogers	<p>I need to push the programmers of the Call Center database to customize the information about if the Ctr wants the fee to be mentioned. Of course, if person asks what the fee is, we don't avoid it. We tell them.</p> <p>Concerned about if Govs set up a lecture and spend \$150 for that lecture. If they don't have people starting after 3-4 times, they can't financially afford to continue on. I'm thinking about what we can do to have a much higher likelihood of having people starting so we don't put a strain on people who are doing the teaching.</p>
Dori	Can the Call Center do these things – 1) make subject line on emails from Call Center the same 2) make the sender the same.
Raja Rogers	I will try to get you the names of everyone who works there. They all have different email addresses and not a lot we can do about that. But we can have the subject line the same.
Dori	Can they also include the email address of every caller so we can send an invitation to a lecture in addition to calling them? Oprah show?
Raja Rogers	There was one lady on the show that was 70 yrs old and looks a lot longer. She attributed it to her learning TM 25 yrs ago. This increased our calls.
Carol	If you say, "May we have your email address to notify you of free upcoming events?" This is better than just asking directly for their email address. It tells them the purpose for getting their email address.
Raja Rogers	We are planning on taking the local TM Center phone numbers off the www.tm.org website for 2 weeks as a test. People can still call the local TM Center via local phone book or via reference from the Call Center. The feeling is that we will be better able to answer the phones at the Call Center. Many numbers listed there are never answered.
Helene	Is the Call Center referring people to look at the www.tm.org website?
Raja Rogers	That's the only way they reach the Call Center so they do see the site. The city names will still be listed on the tm.org site.
Alcine	The reason why we can offer the CitiAssist program is because we are associated with a fully-accredited university. This impresses them that this is a regular bonified student loan program.
Raja Rogers	Send me those pts and I'll share them with the Call Center.
Alcine	<p>There may be some research on whether people prefer to call a local number or an 800 number. "Sell yourself the first and then sell the benefits." Tell everyone to refer one person.</p> <p>Found old notes from Maharishi from when the course fee was first increased – the wealthy people don't go to the poor store. They like designer everything. They like to hear a high price. We are not trying to target the masses so we don't have to feel guilty about losing people by initially mentioning the course fee.</p>
Stuart	So many people here are seasonal. We instruct people here and we want

	them to have follow-up and we find that the numbers on tm.org are not valid.
Raja Rogers	Eventually we want to have all local numbers that work on the tm.org site.
Jeff Murphy	Any details on the vaidya tour?
Elaine	<p>Schedule should be confirmed tomorrow. Should be getting materials (promotional, agreements) from Billie Jean Billman who is coordinating the vaidya tour in Raja Konhaus' domain. Will pass them on as soon as I receive them. So far the following MEC's have signed up. Call me if you would like a tour and are not on this list.</p> <p>Lexington, KY - 8 days Nashville, TN - 1-2 days (end of March ideally) Vero Beach, FL - 1-2 days Orlando, FL - 1-2 days Boca Raton, FL – 2nd week of April Augusta, GA - 1-2 days</p> <p>If you have an MEC and can enter expenses in NetSuite, you can enter vaidya tour expenses. If you don't have an MEC or can't enter expenses in NetSuite, then we are working out how to cover the expenses.</p>
Raja Rogers	Next week, we'll discuss how to present the vaidya tours correctly.
All	Happy Birthday to Stuart! Jai Guru Dev